
AXIA HOSPITALITY

PRESENTS - FEBRUARY 2025 STATS

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THE COMPLEXITY OF GREEK HOTEL MARKET IN 2024 WAS CLEAR. ON ONE HAND QUIETER LESS-COMMERCIALIZED DESTINATIONS THRIVED WHILE PROMINENT INTERNATIONAL HOTSPOTS FACED CHALLENGES. AS AN EXCEPTION TO THE ABOVE CONCLUSION ATHENS HAS REMAINED IN THE SPOTLIGHT.

01. YOY COMPARISON 2024 - 2023
4 Emblematic Destinations - Final Data
02. ONLINE SALES COMPARISON
YTD 2025 - 2024
03. SALES FORECAST 2025
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04. WEBHOTELIER INSIGHTS
The Key To Maximize Revenue

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ATHENS REGION

Revenue Δ : +16.34%
Occupancy: 67.11%
ADR: 216.61 €
RevPAR: 139.49 €

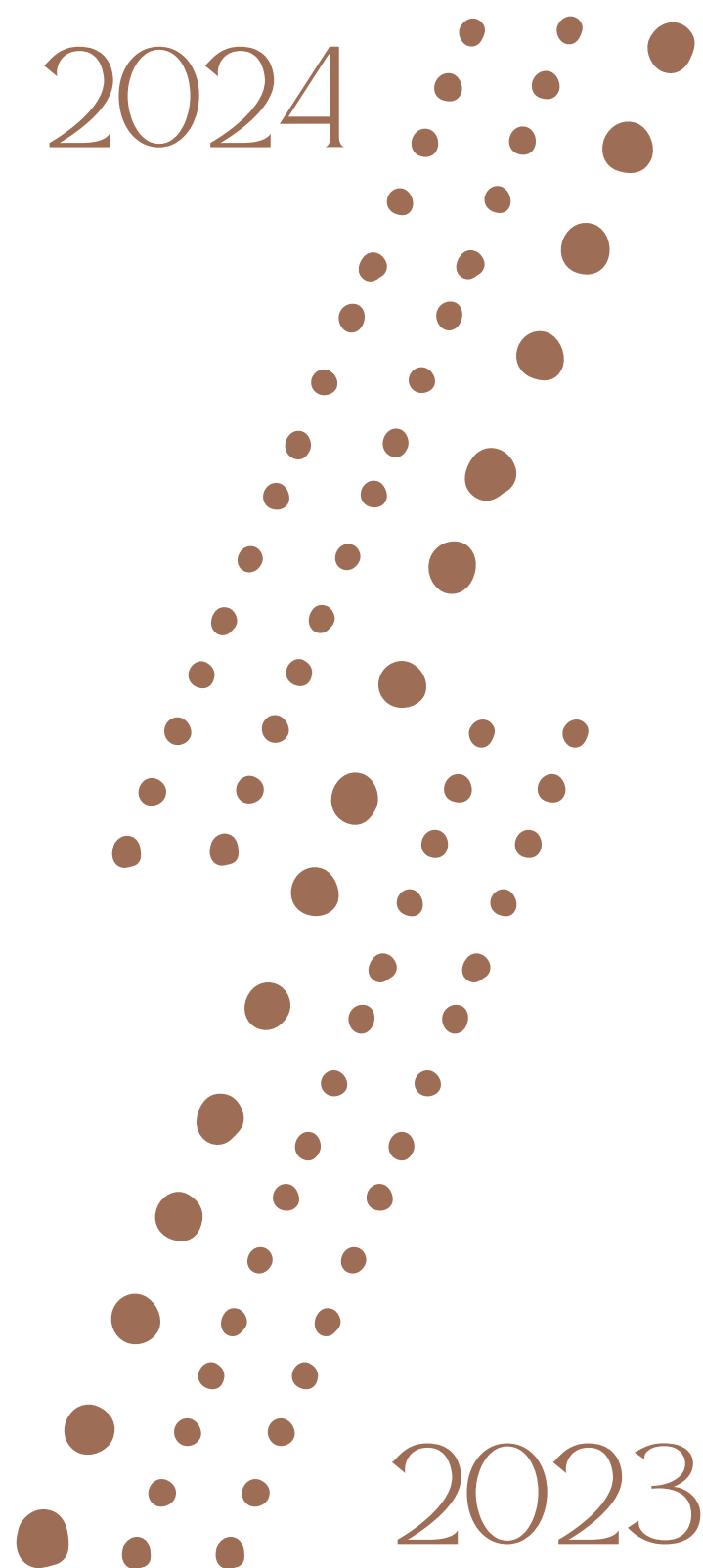
CRETE & PELOPONNESE

Revenue Δ : +12.55%
Occupancy: 65.16%
ADR: 487.65€
RevPAR: 244.89€

SANTORINI ISLAND

Revenue Δ : -9.17%
Occupancy: 66.25%
ADR: 360.25€
RevPAR: 244.33€

2024



2023

ATHENS REGION

Occupancy: 63.36%
ADR: 179.76€
RevPAR: 110.55€

CRETE & PELOPONNESE

Occupancy: 61.81%
ADR: 434.64€
RevPAR: 203.66€

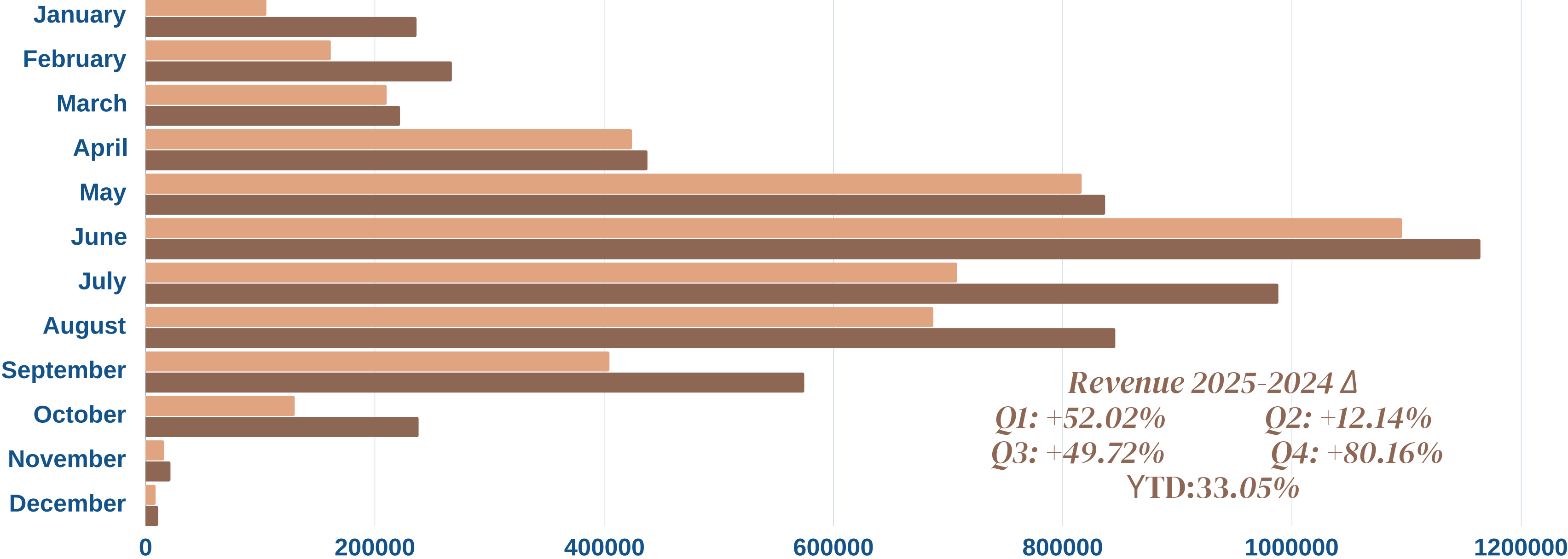
SANTORINI ISLAND

Occupancy: 62.20%
ADR: 414.85€
RevPAR: 270.07€

*DATA ARE FAIRLY CALCULATED BASED ON HOTELS THAT CO-OPERATED IN BOTH YEARS WITH US

YTD 19/02 ONLINE SALES COMPARISON (€)

2024 2025



*DATA ARE FAIRLY CALCULATED INCLUDING FUTURE CANCELATIONS FOR 2024.

SALES FORECAST 2025

Overall Year to Date: Revenue Δ : +34.62% / YTD Occupancy Δ : +0.49% / YTD ADR Δ : +6.81%

ATHENS MARKET

Rev. Δ : +32.09% / Occ Δ : +7.86% / RevPAR Δ : +25.49€
YTD Rev. Δ : +85.28% / YTD ADR Δ : +6.69%

CYCLADES

Rev. Δ : +37.88% / Occ. Δ : +10.13% / RevPAR Δ : +40.27€
YTD Rev. Δ : +157.50% / YTD ADR Δ : 110.53%

PELOPONNESE

Rev. Δ : +9.94% / Occ. Δ : +4.48% / RevPAR Δ : +42.91€
YTD Rev. Δ : +38.70% / YTD ADR: +11.30%

SANTORINI

Rev. Δ : +3.94% / Occ. Δ : +2.02% / RevPAR Δ : +8.50€
YTD Rev. Δ : -8.52% / YTD ADR Δ : -14.74%

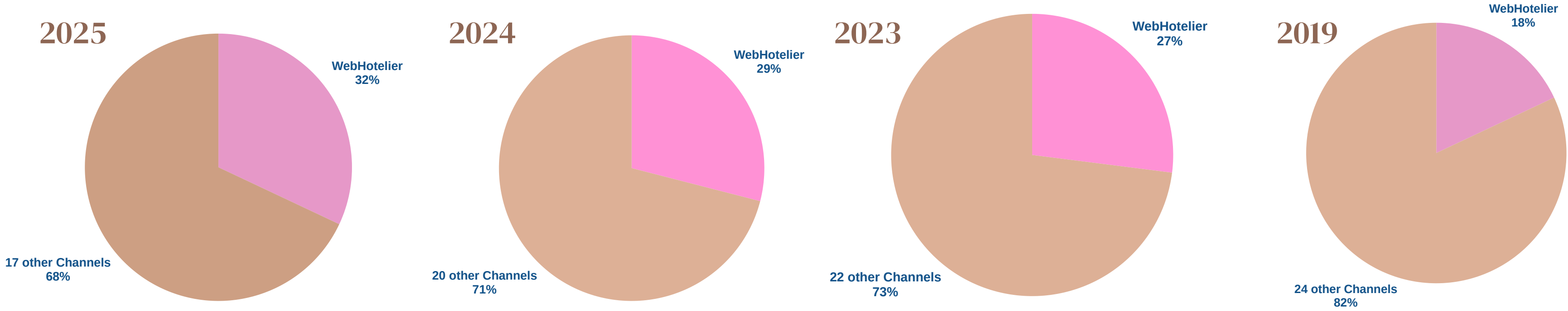
CRETE

Rev. Δ : +6.23% / Occ. Δ : +0.55% / RevPAR Δ : +7.56€
YTD Rev. Δ : +25.28% / YTD ADR Δ : +10.22%

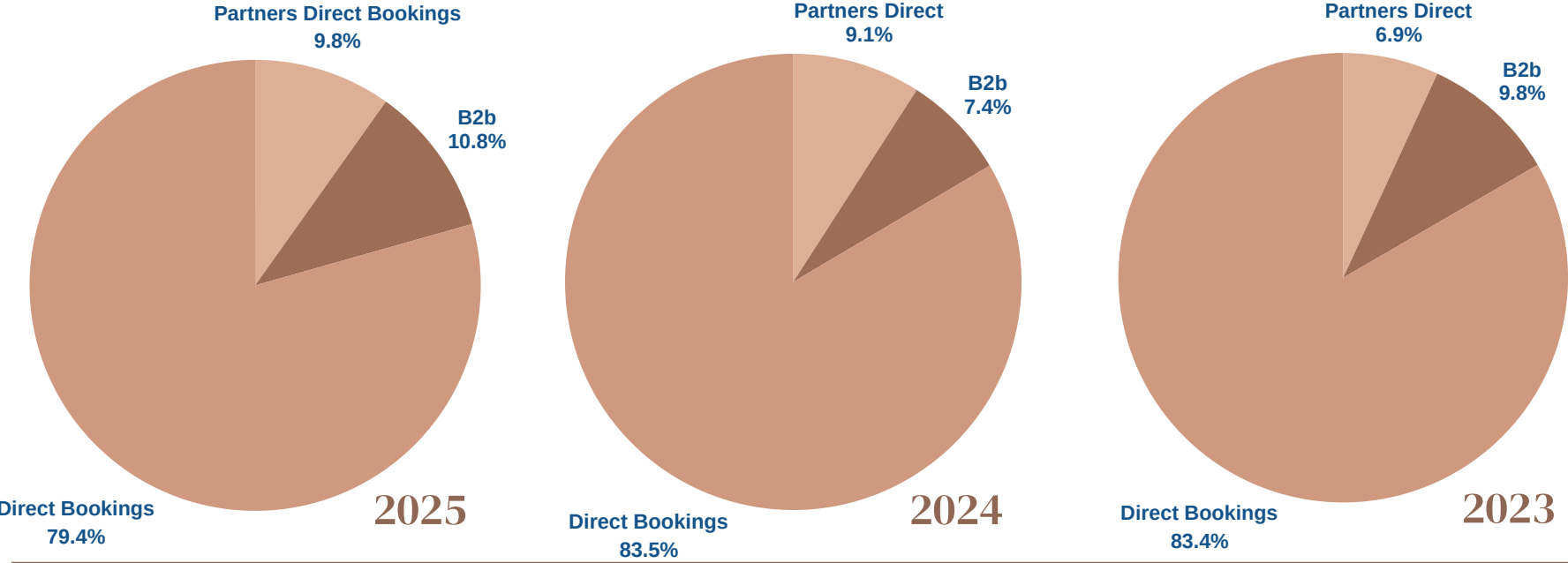
*Bellow each area Line 1 presents projection 2025 against 2024 realized While line 2 presents Year to date data on 19/02.

WEBHOTELIER INSIGHTS

REVENUE DISTRIBUTION OVER THE YEARS



A CLOSER LOOK AT REVENUE DISTRIBUTION



REVENUE POWERHOUSES THE 5 MOST PRODUCTIVE CHANNELS ADR

	YTD-2025	2024	2023
<i>Synxis:</i>	501.20€	443.83€	405.46€
<i>Webhotelier:</i>	418.71€	388.94€	395.40€
<i>Booking:</i>	259.51€	261.19€	273.08€
<i>Expedia:</i>	220.16€	318.09€	217.92€
<i>HotelBeds:</i>	163.83€	196.00€	178.04€

*Revenues are calculated in Percentage. The Most Prominent Channels for 2025 are Webhotelier and SLH.

FINAL ANALYSIS

Year by year, expectations are increasing for the Greek tourism market, along with the number of visitors to our country, which shows a +13.10% increase at Eleftherios Venizelos Airport, reaching 32 million, and +6.4% for the 14 international airports of Fraport, approaching 36 million.

In 2024 Santorini saw an increase in visitors at its airport by 3.70%, recorded a decrease in hotel accommodation revenue of -9.90%, according to ELSTAT. Specifically, from 500 million euros in revenue for 2023, the island generated approximately 450 million euros in 2024. At Axia Hospitality, our partners on the island saw a smaller revenue difference than the average, and a 2% increase in the share of direct bookings via Webhotelier was observed.

Athens, Crete, and the Peloponnese saw dynamic increases in their revenues, as well as larger profit margins, with ADR and RevPAR being at higher levels, ranging from 12% to 26% in these areas.

The early numbers indicate that 2025 is expected to be another shining year for Greek tourism, with visitors placing significant emphasis on the value-for-money relationship and not hurrying to book their stays.

However, recent seismic activity in Santorini & South Aegean raises questions about potential impacts on visitor confidence and travel patterns in the region. While it is too early to predict long-term effects, Axia Hospitality will continue to monitor the situation and support our partners in adapting to any emerging challenges.

HAVE ANY QUESTION?

STAY WITH US

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